

EXCELENCIA TURISTICA EN EL VALLE DE TENA", CUADERNOS GEOGRAFICOS, 34(2004-1), 179-195.
5. PUIG DURAN J., (2006), "CERTIFICACIYN Y MODELOS DE CALIDAD EN HOSTELERIA Y RESTAURACION", ISBN 987-84-7978-749-3, PP.288.

RURAL TOURISM 2.0: SOUTHERN EUROPEAN CASES

Lopez, J. L.; Villa, A.; Calzadilla, J.

Department Agricultural Economics; E. T. S. I. Agronomos;
Universidad Politcnica de Madrid (UPM)

ABSTRACT

This work deals with the new trends in tourism and the effect of ICT on the tourism management. The article is focused on the rural tourism development. Three different countries cases are exposed with the main webs the reader can consult. The countries are in the Southern Europe: France, Italy and Spain. Everyone can navigate through the webs and take his own conclusions.

1. NEW TRENDS IN TOURISM.

As people travel more, they also become more aware of the culture and environment of the places they travel to, and they reflect more on their own experience and lifestyle.

As tourism develops, so, there seems to be a shift away purely external travel determinant (such as demography and climate) towards internal determinants. People are therefore becoming career travelers, demanding an endless flow of new experiences, and looking for deeper experiences within the communities they visit.

Experienced travelers are well versed in the organizational aspects of their trips and the reservation/booking systems that service them. And they will demand higher quality experiences and service at all levels of expenditure.

About the trends in marketing, consumers are seeking advice from other consumers through the Internet (e.g. blogs) and the "skilled consumers" are increasingly likely to know more about niche products than many travel professionals.

As a consequence, we could underline three main aspects for the tourist sector, such as:

- a) The Internet will drive the next generation of travel/tourism product distribution methods. At present, take-up in the tourism sector appears slow, as shown in a recent UNWTO survey which indicate that

only 3% of the NTO marketing budgets are spent on internal advertising. The Internet is still seen as a source of "free" advertising, rather than as a medium which has to be used creatively and strategically in a competitive environment.

b) As Internet is a "pull" medium, it will become increasingly important to know more about the motivations and interests of consumers segments in order to draw attention to information posted on it. This gives greater importance on segmentation and positioning.

c) In the same way, it will become more important to identify and exploit the unique selling propositions (USPs) of products. As consumers become more oriented towards experiences and their symbolic value, these USPs will also need to be expanded into the realms of unique experiential selling propositions (UESPs) and unique symbolic selling propositions (USSPs).

2. TOURISM 2.0 PARADIGM.

Tourism 2.0 is the business revolution in the tourism and leisure industry caused by the move to the tourist ecosystem as platform, and an attempt to understand the rules for success on that new platform. Chief among those rules is this: Build business and destinations that "harness" network effects to get more productive the more people and business participate. So, it is such a "harnessing collective intelligence".

In a study of the comparisons between multimedia online sales and offline sales, Brynjolfsson, Hu and Smith (2010) and Anderson (2006) reached the conclusion that the digitalization of contents and products and their sale via online media is going to have an effect on the economic model that goes beyond the mere transfer of the distribution channel. This model is known as "the long tail" (Anderson, 2006).

In the offline world, the distribution of products follows *Pareto's Principle* (any offer generates its own demand) which in turn is based on the power law (Anderson, 2006). Pareto's Principle proposes that the distribution model generates a centrifuge effect which is reinforced by the dynamics of the offer in the physical world. The birth of the online channel, which entails practically no distribution or marketing costs, permits the minority (products that were discontinued or unsold, in many cases), to access the same distribution channel, thus increasing the size of the market.

3. SOUTHERN CASES. RURAL TOURISM 2.0

- 1). The FRANCE case: www.gites-de-france.com



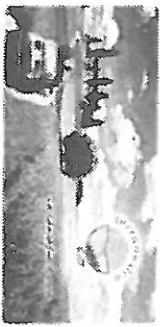
Gîtes de France
Et vos vacances prennent un autre sens

www.toprural.com/Casas-rurales_Francia

www.casasruralesfrancia.com

www.homelidays.cs

2).- The ITALY case : www.ruraltourisminternational.org



www.terranosita.it/

www.turismoverde.it/

www.agriturist.it/

3).- The SPAIN case:



www.ecoturismorural.com

www.ruraliberica.com/

www.toprural.com

www.turismorural.es/

www.escapadarural.com/

4. REFERENCES.

1. ANDERSON, CHRIS (2006). *THE LONG TAIL: WHY THE FUTURE OF BUSINESS IS SELLING LESS OF MORE*. NEW YORK: HYPERION. ISBN 9781401309664.
2. BRYNJOLFSSON, ERIK, YU (JEFFREY) HU, AND MICHAEL D. SMITH "RESEARCH COMMENTARY - LONG TAILS VS. SUPERSTARS: THE EFFECT OF INFORMATION TECHNOLOGY ON PRODUCT VARIETY AND SALES CONCENTRATION PATTERNS" *INFORMATION SYSTEMS RESEARCH*. (DECEMBER 2010).
3. EUROPEAN TRAVEL & TOURISM ACTION GROUP (ETAG) (2006), "TOURISM TRENDS FOR EUROPE", EUROPEAN TRAVEL COMMISSION. WWW.VISITEUROPE.COM

ORGANIZATION OF TOURISM IN SPECIALLY PROTECTED AREAS CASE STUDY: NATIONAL PARK SUTJESKA, BOSNIA AND HERZEGOVINA

Authors: Maja Srdovic, Radenka Srdovic, Bojana Maric²

*Address: Faculty of Forestry, University of Belgrade, Serbia, Municipality of
Foca, Bosnia and Herzegovina*

Abstract

It is from huge importance to establish and develop recognized tourist centers in Bosnia and Herzegovina and that can be firstly done with two national parks in this country. The quality of the natural environment is increasingly seen as a major attraction by visitors. All around world protected areas provides an amazingly rich resource for tourism. The link between protected areas and tourism is as old as the history of protected areas. Protected areas need tourism, and tourism needs protected areas. Though the relationship is complex and sometimes adversarial, tourism is always a critical component to consider in the establishment and

² Maja Srdovic – Faculty of Forestry, University of Belgrade, Serbia, MSc Student in Forest Policy and Economics Research

Radenka Srdovic – Municipality of Foca, Bosnia and Herzegovina, Head of Department of Economic and Social Affairs

Bojana Maric – Municipality of Foca, Bosnia and Herzegovina, PR manager

Proceedings of IV International conference

**ECOLOGICAL TOURISM:
THE TOOLS FOR SUSTAINABLE
DEVELOPMENT OF TERRITORIES AND
ENVIRONMENT PROTECTION**

**23–25 May, 2012
Saint Petersburg, Russia**

Материалы IV международной конференции

**ЭКОЛОГИЧЕСКИЙ ТУРИЗМ –
ИНСТРУМЕНТ УСТОЙЧИВОГО
РАЗВИТИЯ ТЕРРИТОРИЙ И ЗАЩИТЫ
ОКРУЖАЮЩЕЙ СРЕДЫ**

**23–25 мая 2012 года
Санкт-Петербург**

The organizing committee is not responsible for the content of the publications.

Additional copies may be obtained in St Petersburg State Forest
Technical University
Institutsky per., 5 St Petersburg, Russia, 194021
Congress Department
e-mail: flaconference@gmail.com
tel/fax: +78126709363

Организационный комитет не несет ответственности за содержание публикаций

Дополнительные копии сборника могут быть получены в Санкт-Петербургском государственном лесотехническом университете по адресу:

Институтский пер. 5 Санкт-Петербург, Россия, 194021
Отдел конгрессной деятельности УМС

Эл почта: flaconference@gmail.com
Тел./факс +78126709363